

South Carolina Statewide Lodging Outlook Report
December 2020

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: December 2020	December 2020	% Chg	December 2020	% Chg	December 2020	% Chg	% Chg	% Chg	% Chg
United States	36.7%	-32.3%	\$91.96	-27.6%	\$33.76	-51.0%	-51.9%	-1.8%	-33.6%
South Atlantic**	41.0%	-28.5%	\$99.94	-20.6%	\$40.96	-43.2%	-43.7%	-0.8%	-29.1%
South Carolina	37.0%	-20.5%	\$82.66	-10.6%	\$30.58	-28.9%	-27.2%	2.4%	-18.5%
Year-to-Date: January through December 2020	Jan-Dec 2020	% Chg	Jan-Dec 2020	% Chg	Jan-Dec 2020	% Chg	% Chg	% Chg	% Chg
United States	44.0%	-33.3%	\$103.25	-21.3%	\$45.48	-45.7%	-49.4%	-3.6%	-35.7%
South Atlantic**	45.7%	-32.2%	\$107.99	-15.9%	\$49.40	-43.0%	-45.0%	-3.5%	-34.6%
South Carolina	45.4%	-27.6%	\$97.53	-16.5%	\$44.31	-39.6%	-38.8%	1.3%	-26.7%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.